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DEVELOPMENT OF CATERING SERVICES
THROUGH MODERN MARKETING TOOLS

In today's digital environment, catering services are increasingly integrated into companies' marketing strategies due to the rapid growth of the influence of online communications on consumer behavior and customer expectations. One of the current trends in restaurant marketing is the active development of catering and its promotion using digital marketing tools. Social networks (Instagram, Facebook, LinkedIn), search engine optimization, automated mailings and analytics have become not only promotion tools but also platforms for forming long-term relationships with customers, increasing brand awareness, building reputation and generating repeat orders [1; 2; 3]. This is especially true for the premium catering segment, where personalization and service play a key role in making a purchase decision.

The relevance of this topic lies in the need to adapt marketing approaches to the specifics of online interaction with customers and the effective use of digital tools in the field of intangible services, which is especially difficult to promote in conditions of high competition and unstable consumer demand.

The success of a catering company depends on its ability to turn intangible and fleeting aspects of the service into measurable client benefits. In this context, digital marketing acts as a bridge between expectations and reality: visual content that demonstrates unique solutions, automated communications that guarantee timeliness, and interactive online tools for monitoring the process create a sense of transparency and control [3; 4]. Along with SEO, SMM (social media marketing) becomes a platform for direct communication with the audience: social networks Facebook and Instagram allow you to demonstrate cases from real events, conduct live streams from the kitchen, and attract new followers through targeted advertising. On average, the engagement level of posts in the premium services segment is 2–3% of followers, which requires a thoughtful content strategy and regular analysis of audience reaction [5].

E-mail marketing, in turn, acts as a retention channel: segmented mailings with personalized offers (birthday greetings, early booking discounts, new menu announcements) generate an open rate of 25–30% and a click-through rate of about 4–5% in the premium sector [6]. Automation of trigger emails (for example, "remind me 3 days before the event") reduces the risk of

rejection and increases the likelihood of re-ordering. Table 1 presents the relationship between these tools and the main performance indicators.

Table 1

Main digital marketing tools and their performance indicators

Tool	The main objective	Key indicators
SEO	Organic attraction of targeted traffic	Search positions, organic traffic (%)
SMM	Community building and customer engagement	Coverage, engagement rate (%)
Content-marketing	Expertise and audience retention	Average session duration, viewing depth
E-mail-marketing	Retention and repeat sales	Open rate (%), click-through rate (%)

Source: provided by the author based on data from [6]

This synergy of tools creates a single "sales funnel": SEO brings users to the site, SMM builds trust and maintains contact on social networks, content marketing deepens their interest, and e-mail campaigns turn interest into orders and retain customers for subsequent events. Thanks to this comprehensive approach, premium catering companies can effectively transform the intangible nature of their services into clearly measurable business results.

Thus, successful examples of digital marketing implementation in catering companies both in Ukraine and abroad demonstrate the importance of a comprehensive approach to promoting services online. Case analysis shows that the most effective are those companies that combine organic reach (through SEO and content), emotional engagement (through SMM), direct contact with the client (through e-mail) and paid advertising channels (targeting). This integration of tools not only attracts audiences but also helps build long-term relationships with them.

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